



State Approved Courses for Marketing Programs School Year 2018-19

	Marketing Management Pathway	Professional Sales Pathway	Marketing Research Pathway	Merchandising Pathway	Marketing Communications Pathway
Foundational CTE Courses	Career Exploration (22151) Foundations of Technology (10004^) Employability (22152^) Leadership and Service (22101^) Entrepreneurship (12053^) <i>*.5 credits of Foundational CTE courses can be counted toward students' 2-credit concentrator status</i>				
Cluster Courses	Marketing Principles (12164) Marketing Strategies (12152) Marketing Research (12167)				
Pathway Courses	International Business & Marketing (12056)	International Business & Marketing (12056)		Principles of Selling (12202)	Marketing Communications (12199)
Dual Credit Courses	Visit www.sdmylife.com for a full list of dual credit courses in the Marketing Career Cluster.				
Academic Courses	Probability & Statistics (02201) Psychology (04254^) Sociology (04258^) Economics (04201^) US Government (04151^) <i>*.5 credits of relevant academic coursework can be counted toward students' 2-credit concentrator status</i>				
Capstone Courses	Entrepreneurship Experience (80026) Senior Experience (80019^) Service Learning (22104) Youth Internships (80018^) Youth Apprenticeships (80020) <i>*Up to 1 credit of capstone coursework can be counted toward students' 2-credit concentrator status</i>				